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Inside the predictive AI model that powers Amazon DSP

PERFORMANCE+ & BRAND+

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EXECUTIVE SUMMARY

Advertising doesn't have to be mysterious. At Amazon Ads, we've built a proprietary AI model that increases relevance, boosts performance, and drives automated ad selection at scale. It powers two goal-based and transparent campaign solutions within the Amazon DSP:

Brand+ and Performance+

Both solutions are part of what we call "glass box" advertising—providing real-time visibility into where your ads are running and how they're performing, so you can make informed decisions about what to do next. This technical paper is designed with clarity and accessibility in mind. Through visuals, analogies, and real-world examples, we break down complex concepts to show you:

- HOW our predictive AI model transforms pseudonymized behavioral signals into actionable insights
- HOW customer and ad embeddings enable predictive ad matching
- HOW intent forecasting drives meaningful business outcomes
- HOW Amazon DSP Brand+ and Performance+ campaigns use this intelligence to optimize performance



Whether you're looking to build awareness, drive conversions, or do both, this paper will show you how Amazon Ads' predictive AI model delivers real, measurable impact.

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Smarter advertising starts with unmatched reach.

At Amazon Ads, we use technology to create valuable experiences for our customers throughout their journey. Our goal is simple: reach the right people with the right message that helps customers make smarter decisions across shopping, streaming, and browsing. With deep roots in commerce, content, and cloud infrastructure, we're evolving advertising into a helpful, personalized experience — one that delivers value to customers and supports their journey. While others focus on just delivering ads, we deliver precision and relevance at scale— turning impressions into real impact.

Amazon ads connects brands to hundreds of millions of engaged customers:

300M+

reached monthly across Amazon Ads-owned and operated inventory and across the open internet[1]

200M+

stream ad supported content via Amazon Streaming TV, including Prime Video and Twitch, as well as premium broadcasters and apps across the open internet[2]

86%

U.S. households reached through Amazon Ads' expansive supply[3]

But reach is only the beginning. To drive performance with full clarity, we've developed solutions that go beyond scale, powered by predictive AI.

Amazon DSP Brand+ and Performance+

With the launch of Brand+ and Performance+, advertisers now have access to goal-based campaigns that simplify setup, unlock real-time optimization, and deliver full-funnel results across display and video advertising. While some AI tools may operate as 'black boxes' to optimize for automation, Brand+ and Performance+ have taken a different approach. These specific offerings use what we call a "glass box" approach, aimed at providing more transparency and control to advertisers. Advertisers gain a clear and granular view into what's working, along with the ability to edit and optimize campaigns in real time.



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Whether reaching customers on Amazon.com or on a brand's own site, our transparent solutions are designed for speed, precision, and impact across the open internet.

Build awareness: start with Brand+ to establish a strong brand presence and engage customers over time.

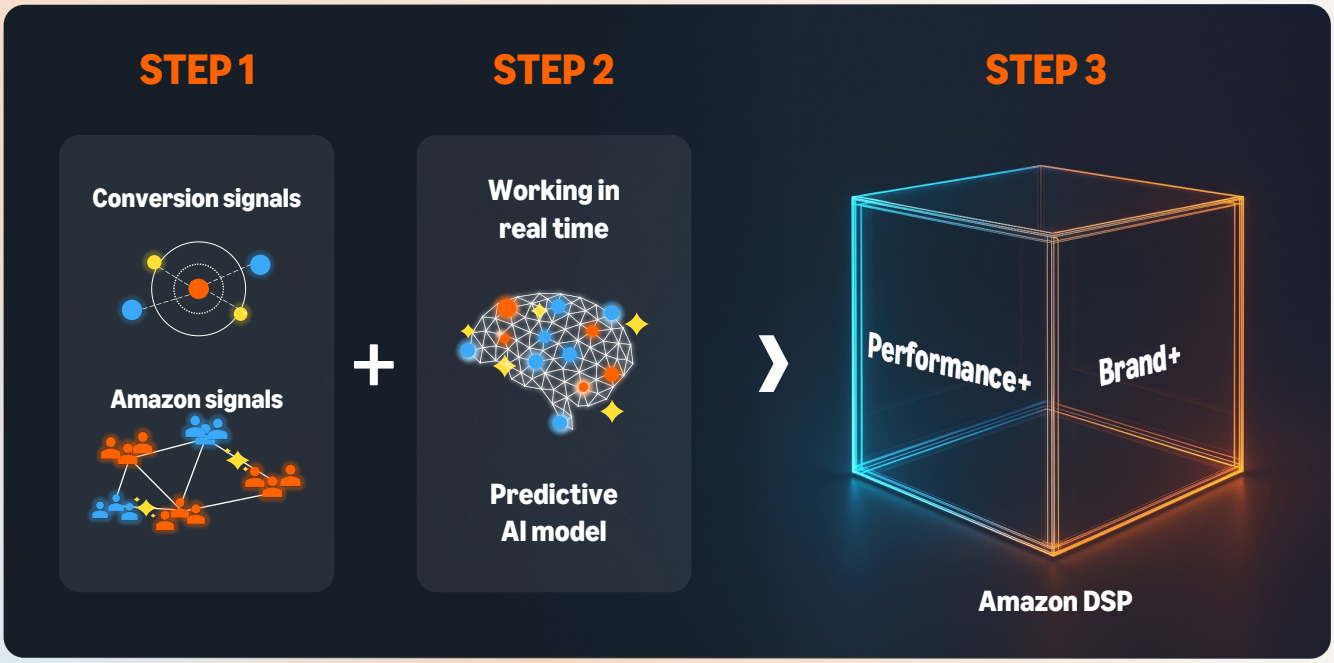
Drive conversions: use Performance+ to convert engaged users into customers.

Optimize together: leverage insights from both tools to refine your strategies and improve effectiveness.

Each solution can operate independently—or together. And when used together, the results are even stronger.

How Amazon DSP Performance+ and Brand+ work

Both solutions blend first-party data with Amazon Ads signals, feeding them into predictive AI to score each bid in real time. The model reacts to new information in near real time to reach customers most likely to convert. Transparent campaign reporting in Amazon DSP shows what's working, so you can optimize throughout your campaign.



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Key benefits of Amazon DSP Brand+ and Performance+

BENEFIT	WHAT'S CHANGING	DESCRIPTION
Drive ROI	From quick wins to lasting growth	Both solutions deliver measurable results. For example, Performance+, powered by our proprietary AI model, delivers **34%** lift in Return on Ad Spend (ROAS) for Amazon sellers[4] **68%** improvement in Cost Per Acquisition (CPA) for off-Amazon advertisers, compared to standard campaigns.[5]
Activate intelligence	From segments to signals	Uses first-party and Amazon signals to reach customers who are most likely to convert—now or later.
Gain visibility	From black box to glass box	Campaign-level reporting shows what's working—empowering smarter decisions and continuous optimization.
Simplify execution	From manual work to streamlined automation	Setup drops from 70 steps to just 4 clicks—saving time while keeping control over key settings like geography and brand safety.

The intelligence layer behind Amazon DSP Performance+ and Brand+

To deliver the outcomes behind Brand+ and Performance+, Amazon Ads needed more than automation; we needed intelligence. That's where our predictive AI comes in.

Inspired by the deep learning architecture behind advanced language models like Anthropic's Claude, our proprietary AI model doesn't just analyze behavior—it estimates the likelihood of ad engagement or conversion. Whether someone is shopping on Amazon.com or streaming Prime Video, our AI model delivers ads based on predictions of what will drive conversions. It analyzes pseudonymized patterns to understand what customers might be interested in next—like making a purchase, exploring a new brand, signing up for a subscription, or even taking actions off Amazon, such as booking a trip or applying for a service.

This predictive power enables more relevant, real-time ad delivery, and turns Amazon DSP Performance+ and Brand+ campaigns into truly intelligent systems.

WHY THIS MATTERS

Our predictive AI model lets advertisers move from reactive targeting and bidding to proactive engagement—reaching customers *before* they convert.

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THE INTELLIGENCE FRAMEWORK: FROM SIGNALS TO OUTCOMES

At the core of our proprietary AI model is a unified framework made up of three interconnected components: powerful data foundations, predictive power, and performance precision.

Powerful data foundations:

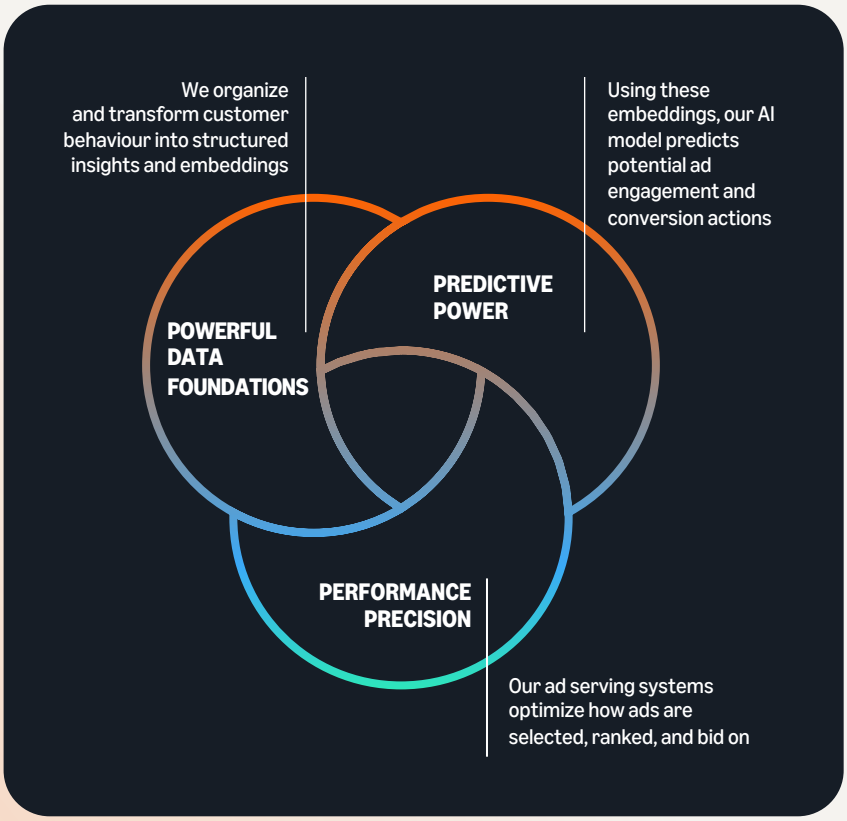
We consolidate and structure pseudonymized first-party behavioral signals—such as views, searches, and purchases—into clean, structured formats using customer and ad embeddings. These embeddings transform raw interactions into actionable insights, enabling accurate ad matching and powering relevant experiences at scale.

Predictive power:

Powered by a transformer-based model, our predictive AI model uses these embeddings to forecast engagement—whether it's making a purchase, watching content, or taking an action. These predictions help advertisers anticipate intent and deliver more relevant messages.

Performance precision:

Our model's outputs guide real-time ad delivery decisions, from selecting ad candidates to ranking and bidding. Each impression is optimized to drive performance. With continuous measurement and learning, we refine delivery to improve outcomes across the funnel.



DID YOU KNOW?

Our predictive AI model makes over 1 million relevant ad decisions every second, using insights to help each impression deliver more impact. With billions of opportunities each day, our AI model drives results in every interaction.

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This integrated system delivers transparent, intelligent ad matching. Below, we'll explore how each component works—first as an overview, then in detail—to drive better outcomes for both customers and advertisers.

POWERFUL DATA FOUNDATIONS
(consolidating and structuring behavioral signals)

Step 1 **Organizing customer data**
(schema creation and signal consolidation)

Consolidates and structures raw behavioral interaction signals, such as page views, product interests, and time of event (e.g., time of page view or purchase)—into clean, queryable schemas. This organized data trains AI models for smarter predictions.

PREDICTIVE POWER
(learning what drives action)

Step 2 **Understanding behavioral signals**
(our transformer architecture and signal analysis)

A deep learning model processes past actions to determine which types of ads are most likely to drive engagement. It examines patterns in historical behavior and predicts the likelihood of conversions or actions.

Step 3 **Learning from the past**
(model training and evaluation)

The AI model is trained on historical insights, what worked and what did not, to improve future predictions. It is tested offline and in real world experiments to make sure it works reliably in practice.

Step 4 **Creating match ready embeddings**
(two tower model)

The system builds a streamlined representation (embeddings) of each customer and each ad. These numeric summaries consolidate interaction signals, making it easier to match the right ad to the right person in real time.

PERFORMANCE PRECISION
(matching and optimization)

Step 5 **Scoring, matching, and acting in real time**
(dot product matching and bidding)

The AI model filters out irrelevant ads, compares customer and ad summaries using a dot product to calculate match scores, and ranks ads based on how well they fit—so the most relevant ones appear first. Then it predicts engagement and optimizes the bid to deliver the right ad at the right time.

Step 6 **Learning what works**
(ad evaluation and feedback loop)

The system constantly learns how ads perform—clicks, conversions, efficiency—and feeds this back into the model. Over time, it gets smarter about what works best and improves future recommendations automatically.

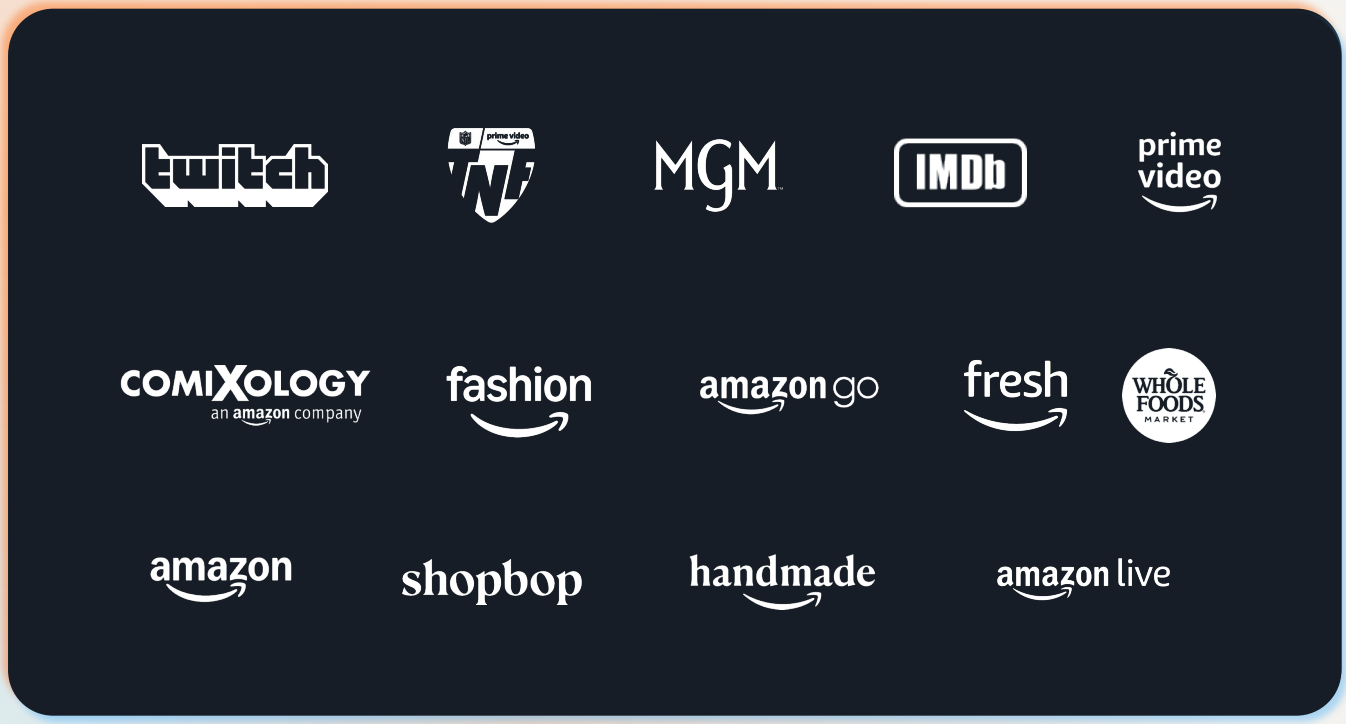
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PILLAR A: POWERFUL DATA FOUNDATIONS – CONSOLIDATING AND STRUCTURING BEHAVIORAL SIGNALS

Step 1: Organizing behavioral data - schema creation and signal consolidation

At the core of Amazon's advertising intelligence is a broad network of privacy-conscious signals across our digital properties—including Amazon.com, Prime Video, Amazon Music, and more. These signals—such as product views, searches, and interactions—help inform a dynamic understanding of interest and intent, fueling relevance at scale.



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To make sense of this complex stream of activity, we organize behavioral signals into a structured schema using Amazon Standard Identification Numbers (ASINs), which uniquely identify each product on Amazon. To unify variations (like different colors or sizes of the same item), we group them under parent ASINs. This helps us recognize not just interest in a single SKU, but intent across an entire product line.

The schema includes examples such as:

Categorical metadata:
Brand, category, and country

Numerical signals:
Price, engagement time, and frequency



To analyze these signals effectively, we examine interaction patterns across different time periods: views within the past 30 days and purchases up to 12 months back. This approach helps us balance recent interests with long-term patterns. But the power of this system doesn't stop with Amazon signals. We also incorporate conversion signals provided by advertisers, including actions like car test drive bookings and website form completions.

It is consolidated through advertiser integrated tools such as the Amazon Ads Ad Tag, Conversion API, or server to server integrations. These solutions allow us to connect Amazon browsing and purchase activity with outcomes that happen off Amazon.com — specifically on advertisers' websites — offering a more complete view of the customer journey. This unified schema, built from both Amazon and advertiser-specific signals is essential for modeling intent accurately. This unified schema allows the model to train on a complete picture of behavior and conversion context, helping us deliver ads that are not just relevant, but truly impactful.

DID YOU KNOW?

Our predictive AI model uses off-Amazon outcomes via integrations like the Amazon Ad Tag and Conversions API.

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PILLAR B: PREDICTIVE POWER – LEARNING WHAT DRIVES ACTION

Step 2: Understanding behavioral signals – our transformer architecture and signal analysis

The predictive engine powers decision-making in Amazon DSP's Brand+ and Performance+ campaigns. Purpose-built for Ad Tech, our model is a transformer-based model designed to operate at massive scale and in real time, analyzing behavioral patterns to predict future actions.

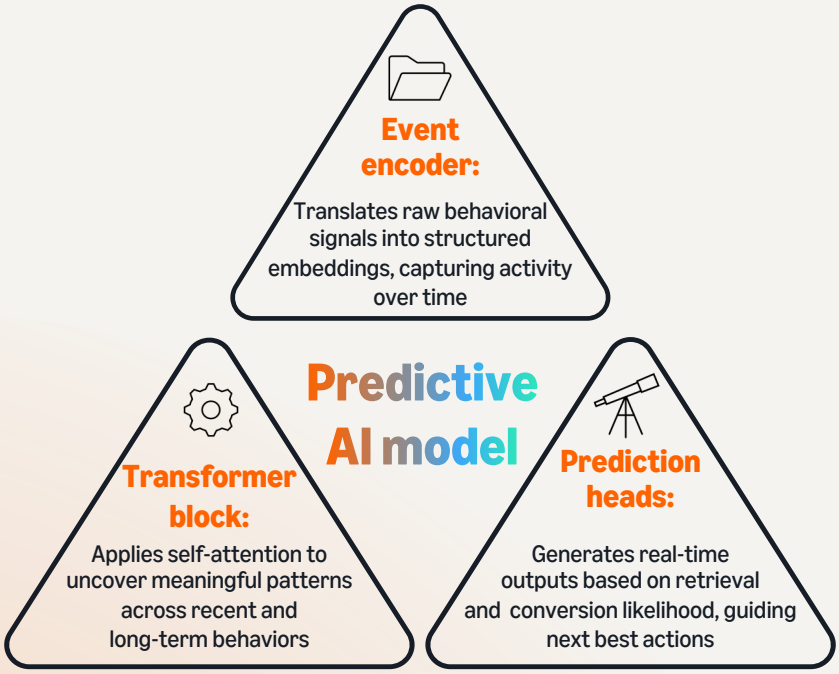
Where the earlier section introduced our predictive AI model's role in connecting signals to outcomes, here, we zoom in to see how it works. Whether a customer is browsing on Amazon or streaming on Prime Video, our model transforms these interactions into forward-looking predictions: Will they buy a product? Switch brands? Subscribe? Take action off Amazon? Unlike traditional audience targeting, which often relies on static rules or past behavior alone, our model interprets signals with context and timing in mind. The result? Ads that feel helpful rather than disruptive.



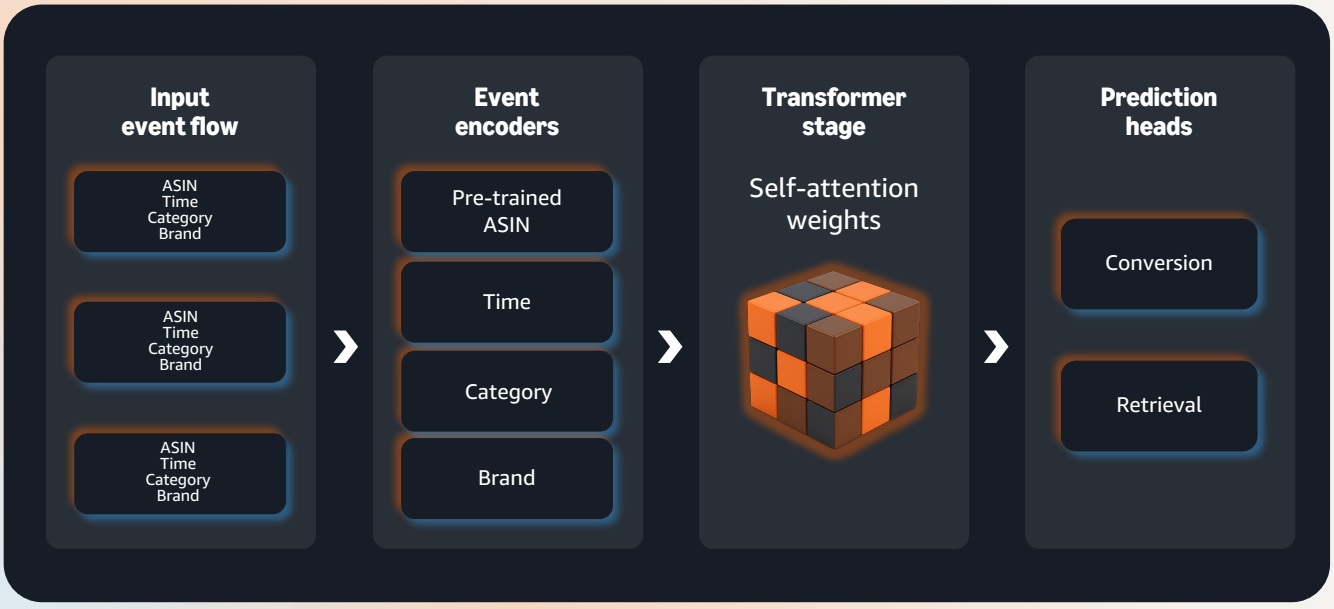
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The core components of our predictive AI model: memory, reasoning, and foresight

Our predictive AI model is engineered for speed and scale, capable of handling billions of ad decisions daily with millisecond latency. Its embedding-based architecture distills high-dimensional behavior into compact vectors, enabling lightning-fast matching without compromising personalization. At its core, our model is driven by three key components:



How it works



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Memory – event encoder:

The predictive model's memory system — recording what happened and when

Think of this as the system's memory notebook. It compresses raw behavioral signals—like which ASINs were viewed, when a product was purchased, or other key actions—into embeddings. By integrating pretrained product knowledge with time-aware features, the encoder builds a detailed, understanding of the customer journey.

Reasoning – transformer block:

The predictive model's reasoning layer — connecting the dots across events

At the core of the model's intelligence is the transformer block, the main reasoning engine. Leveraging self-attention, it identifies meaningful associations across events, linking short-term behaviors like active brand comparisons with long-term interests such as category affinity. It interprets behavioral signals, enabling the system to anticipate what's most likely to happen next.

Foresight – prediction heads:

The predictive model's foresight engine — anticipating what's likely to come next

The model's foresight comes from its prediction heads, which use a dual-scoring system to turn insights into action. Rather than making direct decisions, these components produce probabilistic scores that guide outcomes. One score helps retrieve the most relevant products and ads for each customer, while the other predicts the likelihood of a meaningful action—like a purchase or sign-up—within a specific time frame. Together, these scores drive real-time decisions about which ads are shown, how they're ranked, and how bids are placed.

Together, these components work in harmony to deliver timely, relevant predictions that adapt with each interaction. Our proprietary AI model continuously refines its understanding to support more intuitive, helpful experiences—guiding the journey forward, one step at a time. It doesn't just reflect what's happened; it anticipates what could be helpful next.

Step 3: Learning from the past - model training and evaluation

Predictions are only as strong as the signals and learning behind them. To keep our predictive model accurate, adaptive, and relevant, we continuously train it on pseudonymized historical patterns using multi-objective machine learning techniques that reflect how preferences evolve over time.

At a high level, our model learns from the flow of past actions to forecast and anticipate what's likely to happen next. Our model understands how customers navigate their journey from initial discovery to decision using a method known as autoregressive training (where the model builds an understanding of recent behavior by revisiting and reconstructing earlier steps).

As we continue to responsibly broaden the types of signals the model earns from, this approach becomes even more powerful, enabling more relevant and timely predictions across a wide range of journeys.

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To support a range of advertiser goals, our proprietary AI model is trained on multiple pseudonymized datasets aligned to specific outcomes:

ASIN-level prediction:

The model uses individual product-level interactions to anticipate future purchase intent.

Example:
Someone browsing noise-canceling headphones is shown travel backpack ads, since the model identifies a strong purchase correlation between these products within 30 days—even though they belong to different categories (electronics vs. travel gear).

Brand-level prediction:

The model identifies brand loyalty and broader preferences using product metadata and purchase trends.

Example:
Someone who frequently purchases from a particular brand may be shown campaigns featuring that brand's latest releases or curated bundle offers.

Off-Amazon conversion prediction:

The model incorporates advertiser-supplied actions, like sign-ups or applications.

Example:
Someone browsing swimsuits may be predicted to be planning a trip—triggering a timely follow-up campaign with relevant messaging about travel package inquiries or tailored offers.

At the core of this flexibility are two key training objectives that guide how the model learns:

Contrastive learning (InfoNCE loss):

This technique pulls customer and ad embeddings together if they lead to a conversion. It is not designed to pull related actions together.

Example:
Someone viewing lawn mowers is shown indoor smart lighting ads, as the model identifies a strong purchase correlation between these products within 30 days. Both are eventually purchased, despite belonging to traditionally unrelated categories.

Conversion prediction (binary classification loss):

This trains the model to estimate the likelihood of meaningful actions—like purchasing, subscribing, or applying—within a specific time frame.

Example:
Someone exploring the benefits of a loyalty program and clicking "Join Now" is flagged as likely to subscribe within the next week—enabling timely, relevant engagement to support conversion.

Together, these strategies produce pseudonymized embeddings—compact, expressive vectors that consolidate behavioral insights. These embeddings fuel real-time personalization and campaign optimization decisioning. Whether the goal is driving product sales (like noise-canceling headphones), re-engaging loyal customers (with private label products), or converting intent into action (like a premium membership sign-up), the predictive AI model helps advertisers stay one step ahead—delivering relevance, efficiency, and better outcomes.

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DID YOU KNOW?

This rigorous training ensures our predictive AI model isn't just accurate—it's adaptive, evolving alongside behavioral patterns.

Step 4: Creating match ready embeddings - two tower model

Think of each customer's pseudonymized behavior as a story, what they browse, the brands they lean toward, and the moments they decide to engage. Compact numerical representations consolidate these key online actions, products, and preferences. That's what we call a customer embedding.

Ads have their own story, too. What they promote, how they're designed, and what price points they feature—these are all consolidated in a corresponding ad embedding using similar compact numerical representations.

To bring the right customer and ad together, Amazon Ads uses a two-tower neural network:

Pseudonymized customer tower:

Analyzes browsing, purchase, action history, engagement time, and signal recency

Ad tower:

Encodes ad-level features like product category, creative design, and price point

These towers are trained together, designed to meet in the middle, learning a shared language where customer and ad embeddings can be compared. When behavioral signals align with ad signals, it indicates a strong match. That similarity is measured in a mathematical "embedding space," where closer means more likely to engage. What powers these towers? The structured data schema built from every interaction—ASINs, brand names, pricing, categories, and even external conversion signals like signing up for a car test drive.

One tower learns to represent the customer, and the other learns to represent the ad. In the final step, we measure the similarity between the pseudonymized customer and ad embeddings using a dot product. A higher score means a stronger match—indicating that this particular customer is more likely to engage with this particular ad. The match is between customers and ads. This embedding-based approach ensures each impression is tailored to relevance, not randomness—driving more meaningful outcomes at scale.

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PILLAR C: PERFORMANCE PRECISION – MATCHING AND OPTIMIZATION

Step 5: scoring, matching, and acting in real time - dot product matching and bidding

Now, let's dive deeper into how our proprietary AI model operates in real-time to deliver relevant ad experiences. Every time a page loads, our proprietary AI model springs into action! In just milliseconds, it decides which ads to consider, what behavioral patterns they're right for, and how much to bid. The system works through multiple stages, balancing massive scale with precision to surface the right message at the right time.

WHY THIS MATTERS

High-speed, high-precision matching means your ads are prioritized for impact, not just impressions—all in under 100ms.

Matching: dot product scoring

Once we've generated compact numerical representations—called embeddings for both customers and ads, the next step is assessing how closely they align. This is done through dot product matching, a straightforward mathematical process that measures the affinity between the two.

The closer the pseudonymized customer and ad embeddings are in our shared space, the more naturally relevant the ad will feel—helping ensure we surface the ads most likely to resonate with each individual.



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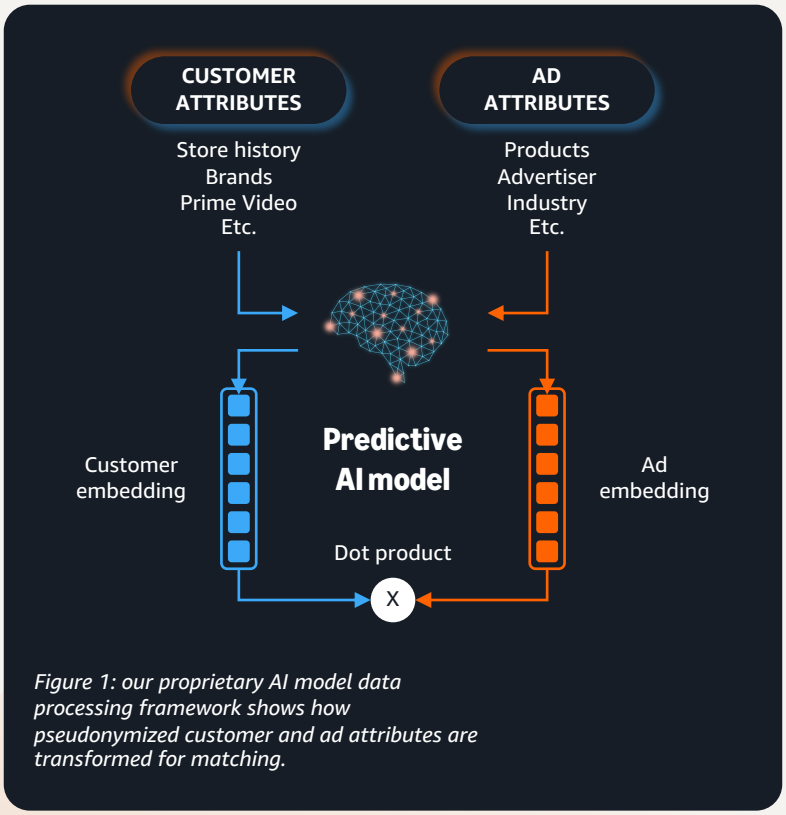


Figure 1: our proprietary AI model data processing framework shows how pseudonymized customer and ad attributes are transformed for matching.

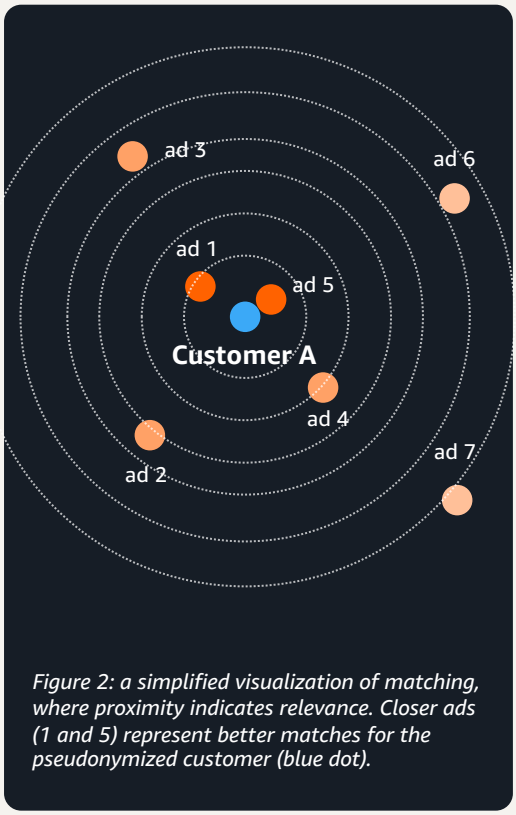


Figure 2: a simplified visualization of matching, where proximity indicates relevance. Closer ads (1 and 5) represent better matches for the pseudonymized customer (blue dot).

For example, if pseudonymized viewing patterns indicate interest in action and sci-fi content, the system intuitively recognizes that an ad for a new sci-fi series is likely to resonate. This alignment doesn't force interactions; rather, it gently increases visibility for content that's already a natural fit.

Importantly, our proprietary AI model doesn't just identify pseudonymized matches—it optimizes for outcomes. Ads that perform well are pulled closer to the customers most likely to convert, creating a feedback loop that continuously improves match quality.

Ad candidate selection: narrowing millions of ads to the ones that matter

In the first phase, our AI model rapidly filters and scores ads from a massive inventory:

Eligibility filtering Ads that don't meet basic requirements—like the wrong format, location, or brand safety—are removed.

Behavior-based sourcing Then our proprietary AI model steps in. It uses dot product matching to compare the pseudonymized customer's embedding with those of available ads. The higher the score, the more relevant the ad is likely to be.

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Because embeddings are compact and pre-computed, our model can perform this matching at lightning speed, even across billions of impressions per day. The result? A ranked shortlist of ads tailored to each customer, ready for final decisioning.

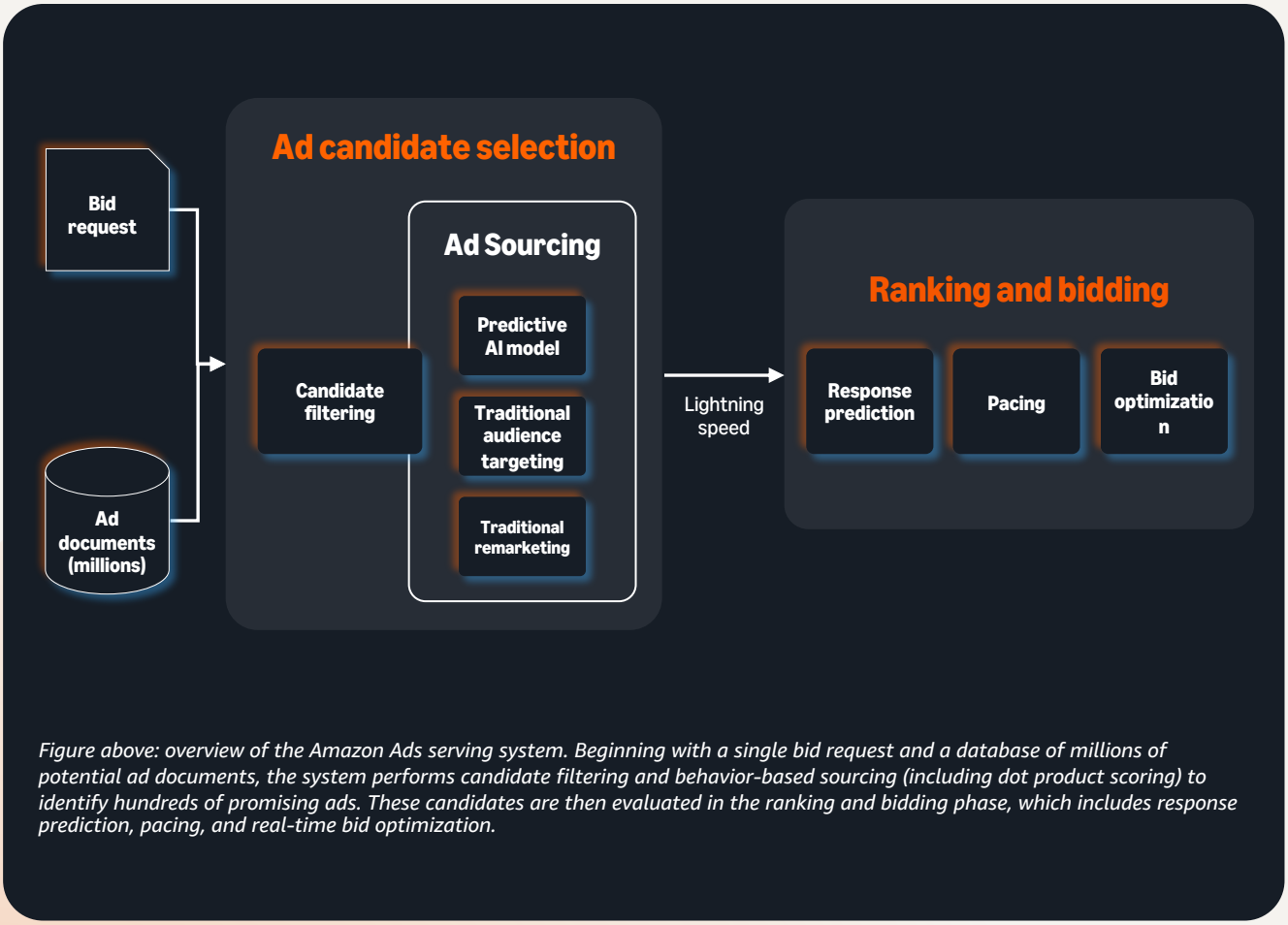


Figure above: overview of the Amazon Ads serving system. Beginning with a single bid request and a database of millions of potential ad documents, the system performs candidate filtering and behavior-based sourcing (including dot product scoring) to identify hundreds of promising ads. These candidates are then evaluated in the ranking and bidding phase, which includes response prediction, pacing, and real-time bid optimization.

Ad Ranking: choosing the right ad at the right price

Now that we've found the most promising ads, it's time to pick a winner and decide how much to bid. This ranking process relies on real-time intelligence:

Response prediction Estimates the likelihood of engagement if the ad is shown, based on recent activity and similar ads.

Pacing controller Manages delivery to ensure the campaign budget is spent evenly and effectively throughout the flight.

Bid optimization Adjusts bid amounts in real time. Our AI model's conversion likelihood scores help determine when to bid aggressively—or when to hold back to conserve spend.

By calibrating bids to predicted outcomes, our proprietary AI model maximizes efficiency without sacrificing impact. The system continuously learns from each result—improving performance with every impression.

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Step 6: learning what works - ad evaluation and feedback loop

The model doesn't stop at prediction; it constantly measures and evolves. To ensure it delivers, we evaluate performance both offline and online:



Offline evaluation

This tests how well our AI model would have performed using past insights:

- **Recall@K (ads):** Did the AI model accurately rank ads based on actual engagement?
- **Recall@K (customers):** Did it prioritize the right behavioral patterns?
- **Normalized entropy:** Did the model predict confidently and correctly?



Online evaluation

Here's where the rubber meets the road: live auctions and real-time campaign performance:

- **ROAS (return on ad spend):** are we generating strong value for every dollar spent?
- **CPA (cost per action):** are we driving meaningful outcomes at an efficient cost?
- **Cost per new-to-brand DPV:** are we encouraging new product engagement cost-effectively?
- **Cost per incremental reach:** are we gaining additional exposure efficiently?
- **Spend efficiency:** are we meeting goals without overspending?

Each of these signals feeds back into our AI model's learning system. Ads that perform well are moved closer to high-intent pseudonymized customers in embedding space. Those that underperform are recalibrated or deprioritized.



DID YOU KNOW?

Metrics like Recall@K and Normalized Entropy help our AI model evaluate both performance and prediction confidence—the more data it processes, the better it predicts, driving compounding gains over time.

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PUTTING INTELLIGENCE TO WORK: PREDICTIVE AI IN ACTION WITH AMAZON DSP PERFORMANCE+ AND BRAND+

To understand the true impact of Performance+ and Brand+, it's helpful to compare them with traditional campaign methods. Traditional campaigns rely on static, pre-set targeting strategies—much like following a cookbook. The recipe may offer a starting point, but it can't adjust if ingredients are missing, preferences shift, or something unexpected happens in the kitchen. It's inflexible and unable to adapt to changing circumstances.

In contrast, Performance+ and Brand+—powered by predictive AI—operate more like a personal chef. They take in Amazon signals and your own first-party data to craft the ideal experience—adjusting flavors, timing, and presentation based on what we learn. These models continuously learn and adapt throughout the campaign to serve up the most relevant results. The result? A campaign that doesn't just follow instructions—it responds, evolves, and delivers exactly what your customers are hungry for.

Why predictive AI outperforms traditional campaign targeting



Traditional campaign
(Pre-defined targeting)

- Static approach represented by a rigid recipe card — fixed instructions with little room for adaptation
- Fixed audience definition



AI Model-powered campaign
(Performance+ and Brand+)

- Dynamic approach represented by a personal chef's tasting spoon — adjusting based on ongoing feedback
- Real-time selection of high-likelihood converters

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The figure above illustrates this difference, comparing the cookbook approach of traditional campaigns to the expert chef precision of Performance+ and Brand+. The result? A more refined approach to your campaign goals—with better results and higher satisfaction.

To illustrate these concepts, let's examine two distinct use cases:

Blueair

Blueair filters out inefficiency with Performance+

Blueair, a Unilever-owned innovator in air purification, sought to unify performance across its Amazon presence and direct-to-consumer website. Partnering with Tinuiti, Blueair deployed Performance+ across display formats, while implementing the Amazon Ad Tag to share website conversions alongside Amazon campaign signals. This full-funnel integration enabled Blueair to optimize holistically, not just by media channel but by business outcome—reaching high-intent customers across platforms with precision and scale.

Results

+176%	**Increase in ROAS increase** vs. campaign benchmark[6]
50%	**improvement in cost per acquisition vs.** campaign benchmark[6]
+66%	**YoY sales growth**[6]

"At Tinuiti, we're all about A/B testing and trying new things, and Performance+ made that really easy. The setup was straightforward, and the built-in optimization controls gave us flexibility to adapt our strategy during the campaign and refine it even more in post-campaign analysis."

— Jonathan Cole, Sr. Manager & Solutions Lead, Tinuiti

THORNE

Thorne scales full-funnel impact with Brand+

Thorne, a performance-driven wellness brand, wanted to increase the effectiveness of its video advertising—growing reach while improving return on ad spend. By activating Brand+, Thorne used predictive AI to identify and engage high-potential customers over time, optimizing video delivery to align with audience behavior across the funnel. Rather than just driving impressions, the campaign drove business results—boosting awareness, increasing conversions, and maximizing efficiency.

Results

1.5x	**increase in unique reach vs.** campaign benchmark[7]
1.7x	**more attributed pageviews vs.** campaign benchmark[7]
1.9x	**more attributed purchases vs.** campaign benchmark[7]

"Brand+ has been a game changer for us, we are seeing more ROAS and better reach with customers that engage with our brand over time. Given the success, we're doubling down on our STV strategy and are laser focused on Brand+."

— Rajiv Ragu, VP of Growth, Thorne

WHY THIS MATTERS

Amazon DSP Brand+ and Performance+ are more than AI-powered tools—they are intelligent growth engines designed for dynamic, outcome-focused advertising. As Blueair and Thorne discovered, placing predictive AI at the center of their Amazon DSP strategy delivered measurable outcomes—whether driving sales on Amazon.com or their own websites.

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OUR PREDICTIVE AI: POWERING THE PRESENT, SHAPING OUR FUTURE

Amazon Ads' Performance+ and Brand+ campaigns are driven by our predictive intelligence engine—an AI model that enables large-scale, real-time decision-making within the Amazon DSP. From the outset, our focus has been on building smarter, more adaptable infrastructure that delivers greater relevance, stronger results, and more efficient execution. Our model continuously learns from real-world interactions across shopping, streaming, and browsing signals to predict intent, personalize delivery, and optimize performance in real time. Designed for continuous evolution, this foundational infrastructure will scale across the Amazon DSP to support increasingly advanced performance strategies and products—expanding well beyond Performance+ and Brand+.

But this isn't just a technical upgrade.
It marks a strategic shift toward infrastructure that benefits both customers and advertisers: more timely, meaningful experiences for customers, and clearer, data-driven decisions for brands.

Guided by the "glass box" philosophy, Performance+ and Brand+ are part of our continued effort to build smarter, more transparent tools—moving beyond the constraints of traditional black-box advertising. With transparent reporting and full-funnel visibility, they already offer a new standard of measurable impact. And we're just getting started. Our ongoing investment in our predictive AI model, is focused on unlocking even deeper value through three core pillars:

RICHER
signals from ad exposures and cross-channel interactions

MORE
granular predictions across the entire path to action

INTEGRATED
optimization that delivers the right message at the right moment

In a landscape increasingly shaped by automation and AI, marketers shouldn't have to choose between power and transparency. With our predictive AI model at the heart of our "glass box" approach, we're delivering both: AI you can trust and outcomes you can measure.

Our predictive AI model powers today's campaigns—and is built to evolve with what's next.

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amazon ads

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Appendix

Sources

01 **Amazon Internal Data (U.S., December 30, 2024 – January 28, 2025)**
Unduplicated monthly audience reach across Amazon-owned properties, including Amazon.com, Prime Video, Twitch, Fire TV Channels, IMDb, Amazon Music, Wondery, Alexa, Fire tablet, Fire TV, Amazon Fresh, Amazon Go, and Whole Foods Market. Also includes Amazon Publisher Direct and third-party exchanges. Household-level reach calculated using an individual-per-household multiplier.

02 **Amazon Internal Data (U.S., December 2024)**
Monthly unduplicated audience reach across Prime Video, Twitch, Fire TV Channels, Amazon Publisher Direct, and third-party exchanges.

03 **Nielsen Media Impact (Monthly Reach, A18+)**
Amazon Total Revised audience metrics across Prime Video (PV), Fire TV (FTV), Twitch, IMDb, and Amazon.com.

04 **Amazon Advertising Internal Data (U.S., February 2025)**
Campaign performance data across multiple endemic advertisers. Results are representative of aggregated campaign outcomes.

05 **Amazon Advertising Internal Data (U.S., January – March 2025)**
Campaign performance reporting across multiple non-endemic advertisers. Results reflect aggregate advertiser performance.

06 **Amazon Advertising Data (U.S., February – December 2024)**
Campaign performance results for a single advertiser. These results are not indicative of future performance.

07 **Amazon Advertising Data (U.S., November – December 2024)**
Performance results from early-stage Brand+ beta adoption, based on advertiser-reported outcomes.

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